

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1-12 (previously canceled)

Claim 13 (canceled):

A method of directed advertising over the Internet, comprising:

applying a first database of information at a web site,

applying a second database having a multiplicity of attributes which are unique to a given individual, applying a third database of a plurality of advertising messages that are transmittable over the Internet,

linking the first, second and third databases to the web site,

receiving a visit to the web site over the Internet from an individual,

determining the identity of the individual in the second database,

culling attributes for the individual from the second database based on their identity,

selecting a message based on the culled attributes,

transmitting the selected message to the individual over the Internet, and

transferring the information to the individual over the Internet.

Claim 14 (canceled):

A method of directed advertising over the Internet as claimed in claim 13 further comprising:

(i) selecting an additional advertising message based on the culled attributes,

- (ii) transmitting the additional advertising message to the individual over the Internet,
- (iii) transferring additional information to the individual over the Internet, and
- (iv) repeating steps (i)-(iii).

Claim 15 (canceled):

A method of directed advertising over the Internet as claimed in claim 14, wherein each additional advertising message differs from advertising message previously transmitted.

Claim 16 (canceled):

A method of making offers over the Internet, comprising:
creating a first database of information at a web site,
creating a second database of demographic information having a multiplicity of attributes for each of a plurality of individuals, each individually having an identity,
creating a third database of a plurality of advertising messages that are transmittable over the Internet,
the third database further including a vendor link for contacting over the Internet a vendor sponsoring the advertising message,
linking the first, second and third databases to the web site,
receiving a visit to the web site over the Internet from an individual,
determining the identity of the individual in the second database,
culling attributes for the individual from the second database based on their identity,
selecting an advertising message based on the culled attributes,

transmitting the selected message to the individual over the Internet,
transferring the information to the individual over the Internet,
transmitting the vendor link over the Internet, and
connecting the individual to the vendor when the individual activates the vendor link.

Claim 17 (canceled):

A apparatus for directed advertising over the Internet, comprising:
means for applying a first database of information at a web site,
means for applying a second database having a multiplicity of attributes which are unique to a given individual,
means for applying a third database of a plurality of advertising messages that are transmittable over the Internet,
means for linking the first, second and third databases to the web site,
means for receiving a visit to the web site over the Internet from an individual,
means for determining the identity of the individual in the second database,
means for culling attributes for the individual from the second database based on their identity,
means for selecting a message based on the culled attributes,
means for transmitting the selected message to the individual over the Internet, and
means for transferring the information to the individual over the Internet.

Claim 18 (canceled):

An apparatus for directed advertising over the Internet as claimed in claim 17,

further comprising:

- (i) means for selecting an additional advertising message based on the culled attributes,
- (ii) means for transmitting the additional advertising message to the individual over the Internet,
- (iii) means for transferring additional information to the individual over the Internet, and
- (iv) means for repeating steps (i)-(iii).

Claim 19 (canceled):

An apparatus for directed advertising over the Internet as claimed in claim 18, wherein each additional advertising message differs from advertising message previously transmitted.

Claim 20 (canceled):

An apparatus for making offers over the Internet, comprising:
means for creating a first database of information at a web site,
means for creating a second database of demographic information having a multiplicity of attributes for each of a plurality of individuals, each individually having an identity,
means for creating a third database of a plurality of advertising messages that are transmittable over the Internet,
means for including in the third database a vendor link for contacting over the Internet a vendor sponsoring the advertising message,

means for linking the first, second and third databases to the web site,
receiving a visit to the web site over the Internet from an individual,
means for determining the identity of the individual in the second database,
means for culling attributes for the individual from the second database based on their
identity,
means for selecting an advertising message based on the culled attributes,
means for transmitting the selected message to the individual over the Internet,
means for transferring the information to the individual over the Internet,
means for transmitting the vendor link over the Internet, and
means for connecting the individual to the vendor when the individual activates
the vendor link.

Claim 21 (canceled):

An apparatus for making offers over the Internet as claimed in claim 20, further
comprising:

- (i) means for selecting an additional advertising message based on the culled
attributes,
- (ii) means for transmitting the additional advertising messages to the individual over
the Internet,
- (iii) means for transferring additional information to the individual over the Internet, and
- (iv) means for repeating steps (i)-(iii).

Claim 22 (canceled):

An apparatus for making offers over the Internet as claimed in claim 21, wherein each additional advertising message differs from advertising message previously transmitted.

Claim 23 (previously amended):

A method of directed advertising over the Internet, comprising:
applying a first database of limited access information at a web site,
applying a second database having a multiplicity of attributes which are unique to a given individual, applying a third database of a plurality of advertising messages that are transmittable over the Internet,
linking the first, second and third databases to the web site,
receiving a visit to the web site over the Internet from an individual,
determining the identity of the individual in the second database,
culling attributes for the individual from the second database based on their identity,
selecting a message based on the culled attributes,
transmitting the selected message to the individual over the Internet, and
transferring the limited access information to the individual over the Internet.

Claim 24 (previously amended):

A method of directed advertising over the Internet comprising:
applying a first database of limited access information at a web site,

applying a second database having a multiplicity of attributes which are unique to a given individual,

applying a third database of a plurality of advertising messages that are transmittable over the Internet,

linking the first, second and third databases to the web site,

receiving a visit to the web site over the Internet from an individual,

determining the identity of the individual in the second database,

culling attributes for the individual from the second database based on their identity,

selecting a message based on the culled attributes,

transmitting the selected message to the individual over the Internet, and

transferring the limited access information to the individual over the Internet; and wherein the limited access information comprises student grades.

Claim 25 (previously amended):

A method of directed advertising over the Internet as claimed in claim 23 further comprising:

- (i) selecting an additional advertising message based on the culled attributes,
- (ii) transmitting the additional advertising message to the individual over the Internet,
- (iii) transferring additional information to the individual over the Internet, and
- (iv) repeating steps (i)-(iii).

Claim 26 (previously amended):

An apparatus for making offers over the Internet, comprising:

means for creating a first database of limited access information at a web site,

means for creating a second database of demographic information having a multiplicity of attributes for each of a plurality of individuals, each individually having an identity,

means for creating a third database of a plurality of advertising messages that are transmittable over the Internet,

means for including in the third database a vendor link for contacting over the Internet a vendor sponsoring the advertising message,

means for linking the first, second and third databases to the web site,

receiving a visit to the web site over the Internet from an individual,

means for determining the identity of the individual in the second database,

means for culling attributes for the individual from the second database based on their identity,

means for selecting an advertising message based on the culled attributes,

means for transmitting the selected message to the individual over the Internet,

means for transferring the limited access information to the individual over the Internet,

means for transmitting the vendor link over the Internet, and

means for connecting the individual to the vendor when the individual activates the vendor link.

Claim 27 (previously amended):

An apparatus for making offers over the Internet comprising:

means for creating a first database of limited access information at a web site,

means for creating a second database of demographic information having a multiplicity of attributes for each of a plurality of individuals, each individually having an identity,

means for creating a third database of a plurality of advertising messages that are transmittable over the Internet,

means for including in the third database a vendor link for contacting over the Internet a vendor sponsoring the advertising message,

means for linking the first, second and third databases to the web site,

receiving a visit to the web site over the Internet from an individual,

means for determining the identity of the individual in the second database,

means for culling attributes for the individual from the second database based on their identity,

means for selecting an advertising message based on the culled attributes,

means for transmitting the selected message to the individual over the Internet,

means for transferring the limited access information to the individual over the Internet,

means for transmitting the vendor link over the Internet, and

means for connecting the individual to the vendor when the individual activates the vendor link; and

wherein the limited access information comprises student grades.

Claim 28 (currently amended):

An apparatus for making offers over the Internet as claimed in claim 26, further comprising:

- (i) means for selecting an additional advertising message based on the culled attributes,
- (ii) means for transmitting the additional advertising messages to the individual over the Internet,
- (iii) means for transferring additional information to the individual over the Internet, and
- (~~iii~~ iv) means for repeating steps (i)-(iii).

Claim 29 (previously presented):

A method of directed advertising over the Internet, comprising:

applying a first limited access database of information provided by an information originator at a web site,

applying a second database having a multiplicity of known attributes which are unique to a given individual wherein known attributes are provided by the information originator,

applying a third database of a plurality of advertising messages that are transmittable over the Internet,

linking the first, second and third databases to the web site,

receiving a visit to the web site over the Internet from an individual,

determining the identity of the individual in the second database,
culling attributes for the individual from the second database based on the
identity of the individual,
selecting an advertising message based on the culled attributes,
transmitting the selected advertising message to the individual over the Internet,
and
transferring information to the individual over the Internet.

Claim 30 (previously presented):

A method of directed advertising over the Internet as claimed in claim 29 wherein
the limited access information comprises student grades.

Claim 31 (previously presented):

A method of making offers over the Internet, comprising:
creating a first limited access database of information provided by an information
originator at a web site,
creating a second database of demographic information having a multiplicity of
known attributes for each of a plurality of individuals, each individually having an identity
wherein known attributes are provided by the information originator,
creating a third database of a plurality of advertising messages that are
transmittable over the Internet,
the third database further including a vendor link for contacting over the Internet
a vendor sponsoring the advertising message,

linking the first, second and third databases to the web site,
receiving a visit to the web site over the Internet from an individual,
determining the identity of the individual in the second database,
culling attributes for the individual from the second database based on their
identity,
selecting an advertising message based on the culled attributes,
transmitting the selected message to the individual over the Internet,
transferring information to the individual over the Internet,
transmitting the vendor link over the Internet, and
connecting the individual to the vendor when the individual activates the vendor
link.

Claim 32 (previously presented):

A method for making offers over the Internet as claimed in claim 31, wherein the limited access information comprises student grades.

Claim 33 (previously presented):

An apparatus for directed advertising over the Internet, comprising:
means for applying a first limited access database of information provided by an information originator at a web site,
means for applying a second database having a multiplicity of known attributes which are unique to a given individual wherein known attributes are provided by the information originator,

means for applying a third database of a plurality of advertising messages that are transmittable over the Internet,

means for linking the first, second and third databases to the web site,

means for receiving a visit to the web site over the Internet from an individual,

means for determining the identity of the individual in the second database,

means for culling attributes for the individual from the second database based on their identity,

means for selecting a message based on the culled attributes,

means for transmitting the selected message to the individual over the Internet,

and

means for transferring information to the individual over the Internet.

Claim 34 (previously presented):

An apparatus for making offers over the Internet as claimed in claim 33, wherein the limited access information comprises student grades.

Claim 35 (previously presented):

An apparatus for making offers over the Internet, comprising:

means for creating a first limited access database of information provided by an information originator at a web site,

means for creating a second database of demographic information having a multiplicity of known attributes provided by the information originator for each of a plurality of individuals, each individual having an identity,

means for creating a third database of a plurality of advertising messages that are transmittable over the Internet,

means for including in the third database a vendor link for contacting over the Internet a vendor sponsoring the advertising message,

means for linking the first, second and third databases to the web site,

receiving a visit to the web site over the Internet from an individual,

means for determining the identity of the individual in the second database,

means for culling attributes for the individual from the second database based on their identity,

means for selecting an advertising message based on the culled attributes,

means for transmitting the selected message to the individual over the Internet,

means for transferring information to the individual over the Internet,

means for transmitting the vendor link over the Internet, and

means for connecting the individual to the vendor when the individual activates the vendor link.

Claim 36 (previously presented):

An apparatus for making offers over the Internet as claimed in claim 35, wherein the limited access information comprises student grades.

Claim 37 (previously presented):

A method of directed advertising over the Internet, comprising:

applying a first limited access database of information unique to a given

individual at a web site,

applying a second database having a multiplicity of attributes which are unique to a given individual,

applying a third database of a plurality of advertising messages that are transmittable over the Internet,

linking the first, second and third databases to the web site,

receiving a visit to the web site over the Internet from an individual,

determining the identity of the individual in the second database,

culling attributes for the individual from the second database based on the identity of the individual,

selecting an advertising message based on the culled attributes,

transmitting the selected advertising message to the individual over the Internet,

and

transferring information unique to the individual over the Internet.

Claim 38 (previously presented):

A method of directed advertising over the Internet as claimed in claim 37 wherein the limited access information comprises student grades.

Claim 39 (previously amended):

A method of making offers over the Internet, comprising:

creating a first limited access database of information unique to a given individual at a web site,

creating a second database of demographic information having a multiplicity of attributes for each of a plurality of individuals, each individual having an identity,

creating a third database of a plurality of advertising messages that are transmittable over the Internet,

the third database further including a vendor link for contacting over the Internet a vendor sponsoring the advertising message,

linking the first, second and third databases to the web site,

receiving a visit to the web site over the Internet from an individual,

determining the identity of the individual in the second database,

culling attributes for the individual from the second database based on their identity,

selecting an advertising message based on the culled attributes,

transmitting the selected message to the individual over the Internet,

transferring information unique to the individual over the Internet,

transmitting the vendor link over the Internet, and

connecting the individual to the vendor when the individual activates the vendor link.

Claim 40 (previously presented):

A method of making offers over the Internet as claimed in claim 39 wherein the limited access information comprises student grades.

Claim 41 (previously presented):

A apparatus for directed advertising over the Internet, comprising:

means for applying a first limited access database of information unique to a given individual at a web site,

means for applying a second database having a multiplicity of attributes which are unique to a given individual,

means for applying a third database of a plurality of advertising messages that are transmittable over the Internet,

means for linking the first, second and third databases to the web site,

means for receiving a visit to the web site over the Internet from an individual,

means for determining the identity of the individual in the second database,

means for culling attributes for the individual from the second database based on their identity,

means for selecting a message based on the culled attributes,

means for transmitting the selected message to the individual over the Internet,

and

means for transferring information unique to the individual over the Internet.

Claim 42 (previously presented):

An apparatus for directed advertising over the Internet as claimed in claim 41

wherein the limited access information comprises student grades.

Claim 43 (previously presented):

An apparatus for making offers over the Internet, comprising:

means for creating a first limited access database of information unique to a given individual at a web site,

means for creating a second database of demographic information having a multiplicity of attributes for each of a plurality of individuals, each individually having an identity,

means for creating a third database of a plurality of advertising messages that are transmittable over the Internet,

means for including in the third database a vendor link for contacting over the Internet a vendor sponsoring the advertising message,

means for linking the first, second and third databases to the web site,

receiving a visit to the web site over the Internet from an individual,

means for determining the identity of the individual in the second database,

means for culling attributes for the individual from the second database based on their identity,

means for selecting an advertising message based on the culled attributes,

means for transmitting the selected message to the individual over the Internet,

means for transferring information unique to the individual over the Internet,

means for transmitting the vendor link over the Internet, and

means for connecting the individual to the vendor when the individual activates the vendor link.

Claim 44 (previously presented):

An apparatus for making offers over the Internet as claimed in claim 43 wherein the limited access information comprises student grades.

Claim 45 (new):

A method of providing limited access information and directed advertising over the Internet, comprising:

receiving a first database containing limited access information relative to individuals in a target group from a first party wishing to distribute the limited access data to such individuals and wherein such first database includes code authorization to access limited access data by an individual;

providing the code authorization to the individuals in the target group;

receiving a second database from the first party containing a multiplicity of attributes which are unique to a given individual in the target group,

applying a third database of a plurality of advertising messages that are transmittable over the Internet, wherein the third database is not provided by the first party;

linking the first, second and third databases to a web site,

receiving a visit to the web site over the Internet from an individual,

determining the code authorization of the individual,

culling attributes for the individual from the second database based on their code,

selecting a message based on the culled attributes,

transmitting the selected message to the individual over the Internet, and

transferring the limited access information to the individual over the Internet.

Claim 46 (new):

The method of claim 45 wherein the first and second databases are combined.

Claim 47 (new):

The method of claim 45 wherein the first and second databases are received as one database.

Claim 48 (new):

The method of claim 45 wherein the third database includes advertising messages from the first party.

Claim 49 (new):

The method of claim 45 wherein the code is provided to the individuals by the first party.

Claim 50 (new):

A method of making offers to individuals in a target group over the Internet, comprising:

creating a first database of limited access information at a web site,

creating a second database of demographic information having a multiplicity of attributes for each of a plurality of individuals, each individual having an identifier code,

creating a third database of a plurality of advertising messages that are transmittable over the Internet,

the third database further including a vendor link for contacting over the Internet a vendor sponsoring the advertising message,

linking the first, second and third databases to the web site,
receiving a visit to the web site over the Internet from an individual,
determining the identifier code of the individual in the second database,
culling attributes for the individual from the second database based on their code,
selecting an advertising message based on the culled attributes,
transmitting the selected message to the individual over the Internet,
transferring the limited access information to the individual over the Internet,
transmitting the vendor link over the Internet, and
connecting the individual to the vendor when the individual activates the vendor
link.

Claim 51 (new):

The method of claim 50 wherein the first and second databases are combined.

Claim 52 (new):

The method of claim 50 wherein the first and second databases are received as
one database.

Claim 53 (new):

The method of claim 50 wherein the third database includes advertising
messages from the first party.

Claim 54 (new):

The method of claim 50 wherein the code is provided to the individuals by the
first party.